

Maclean's

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CANADA'S
NATIONAL
MAGAZINE

•
TORONTO
MARCH 15
1979
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Beginning
In This Issue:

"Deep Waters"

A New Serial

By
BEN AMES
WILLIAMS



Canada's largest ship, the "Empress of



This is the
spark plug Champions
use!

The best spark plugs for your car are those that are outstanding in open competition. In racing cars, most get and Iridium-plug types, some both outboard and inboard of all classes, Champion Spark Plugs are the choice of racing champions. Because of the better performance they bring to every engine, Champions have for almost a century been types equipped the vast majority of all vehicles having engines everywhere.



IT IS THRIFTY TO INSTALL NEW SPARK PLUGS—DEMAND CHAMPIONS



*St. Lawrence Seaway Service
Commencing April 20th*

■ **The Dasher of Asholt, Dasher of Bedford, Dasher of Enfield, Dasher of York**—each 20,000 tons of nearly new, the largest and fastest ships sailing from Hong Kong, points are standards of comfort in low-cost trans-Pacific travel. 1,000 miles of hand-painted white—then 50% blue ocean.

Hot and cold running water
in Cohn, Young, and Third Class staterooms

Opus apud dñm gymnasium
glorificationis observationis in
dñm in aeternum amen

Comfortable iron horse can hold eight with improved Third Class accommodations. (Weekly outings and sail days from New York and Hoboken.)

The World Cruise Ship Company of Britain and the Republic of Australia will sail to and from Quebec regularly commencing May 15th. Make reservations now through your own travel agent or any Canadian Pacific agent.

Canadian Pacific

Stress can sometimes make people behave differently. Check out how the world has



National Service

BECAUSE Maclean's attacked the three-year service and the business methods of the Government of Ontario, a few critics have pronounced a belief that our object was to discredit Canada's commitment to national service.

We have never been called capitalistic.

That is nonsense.

Maclean's has a good consistency that Canada's defense is under attack. But if the young men of this country should be called on to enlist, there must be efficient and sufficient employment available for immediate use.

On behalf of those young men, we have insisted that in the supplying of that equipment there shall be an opportunity for the making of similar profits, directly or indirectly, that there shall be no political percentage of any sort in the awarding of that contract. That there shall be no bias but competency.

In the matter of preparation, and in view of the International Children's Day, we believe that an armament program should be no military.

We believe that general, voluntary national service should be organized now, so that it can be in full operation the moment an emergency arises.

On several occasions the only G. G. Court, attorney general of Ontario, has suggested that Canada undertake some plan comparable to Great Britain's National Service Committee, a plan addressing national registration that would extend the man power and production power of the nation in the time of war, and incidentally provide a record of unemployment.

In Victoria, B.C., a group of more than 400 women have not waited for any more by the Dominion Government. They have formed the Victoria Women's Service Club and are working along the lines of the voluntary national service at Great Britain, Australia and New Zealand.

One of their leaders says: "We neither expect nor hope for war, but we believe in the women of Canada being prepared for any emergency that may arise."

Other women's organizations throughout the

country are discussing plans for similar service and methods of securing collective effort.

So far as civilian activities are concerned, the women of Canada appear to have made the first move.

CONVINCED, in its effective, national service must be concerted. The leadership must come from Ottawa.

It is possible that the Government already has in its locker some such plan as Mr. Court has suggested. If so, we think it should not be labeled "The Only Way in Case of Emergency." It ought to be used now to insure the dangers of an emergency.

The governments whose policies and activities may provide the emergency have had their national service schemes in operation a long time.

Business too needs to have its own national emergency plans.

During the crisis of last September, when the British Government was being severely attacked for lack of preparedness, one of England's leading industrialists stated that while such criticism might be justified, it applied equally to potential income and industry, which was wholly unprepared for the readjustments that war would have necessitated.

A NATIONAL Service or civilian preparedness plan is by no means a condition of either progress or justice.

Not one citizen with eyes to read and ears to hear regard it as a path to Nazism or Fascism.

The actual need to organization is a two-component democracy.

If we never cease, organization for national service will not be a wasted effort.

National service service can be applied to national life.

The Obnoxious Voice

THERE is a certain type of Voice which irritates.

It irritates a lot of other people.

At most, cooperative movements in studies into

our living room and, in an otherwise intimate manner, proceeds to discuss the secret workings of our anatomy and tell us how expensive it is for our physical and mental well-being that we dash out and buy 50-and-50's Tinseltown for Sordid or Other.

The Voice belongs to the Private Medical Radio Association, and we wish in Canada to be able to avoid this glibness or too cubic feet of the moment to be glib about.

We do not refer to the announcements sponsored by reputable firms who produce and advertise medicines that are approved and prescribed by the medical profession.

We know the sort of thing we have in mind.

In the case of magazine advertising, all claims made for proprietary medicines must be approved by the Department of National Health. A considerable amount of doubtful advertising is rejected by the publishers themselves.

In the case of radio, advertising matter which comes under the Private and Public Media Act, or the Public and Private Act, must be approved by the Department.

The Canadian Broadcasting Corporation's regulations provide that all such contributions written for broadcasting via its facilities be submitted for approval two weeks in advance.

Private stations are made responsible for submissions of their own contributions to the Health Department, and penalties are levied on the stations to comply with the regulations.

It must be assumed, then, that what the announcer says is approved by the Department of Health.

That being so, what irritates so many people must be the way in which the announcer says it.

By causing vocal reflection they must manage to give the written and officially approved word a meaning it doesn't really possess.

We suppose the staff of the National Health Department cannot be expected to sit at desks at a loud speaker every hour of the day and night but we hope they some time (perhaps when they have lunch in the dinner) the Voice will reach them.

IF HYDRAULIC BRAKES SHOULD FAIL!

YOU'D BE SAVER WITH HUDSON'S EXCLUSIVE DOUBLE SAFE BRAKES

With Hudson's exclusive mechanical emergency brake system, you can stop your car in a split second, even when your brakes are worn out. The system is built into the car's frame, so it's always there when you need it. It's the only car in the world that has this feature. It's the only car that has this feature. It's the only car that has this feature.

YOU'RE SAFER IN A HUDSON

HUDSON 112 • HUDSON 516 • HUDSON COUNTY GEAR 516 AND 810

IF A FRONT TIRE AND TUBE BLEW OUT AT 50!

YOU'D BE SAFE WITH HUDSON'S EXCLUSIVE AUTO-PISTON CONTROL

With Hudson's exclusive mechanical emergency brake system, you can stop your car in a split second, even when your brakes are worn out. The system is built into the car's frame, so it's always there when you need it. It's the only car in the world that has this feature. It's the only car that has this feature. It's the only car that has this feature.

HUDSON



Excellent New Hudson Models! Hudson's exclusive mechanical emergency brake system, you can stop your car in a split second, even when your brakes are worn out. The system is built into the car's frame, so it's always there when you need it. It's the only car in the world that has this feature. It's the only car that has this feature. It's the only car that has this feature.

Designed to give you the most comfortable ride in any car. Hudson's exclusive mechanical emergency brake system, you can stop your car in a split second, even when your brakes are worn out. The system is built into the car's frame, so it's always there when you need it. It's the only car in the world that has this feature. It's the only car that has this feature. It's the only car that has this feature.

DANGER never gives much satisfaction. Accidents happen in the blink of an eye. That's a fact that you should know. It's a fact that you should know. It's a fact that you should know. It's a fact that you should know. It's a fact that you should know.

Added to this, in every Hudson, you get a car that is built to last. It's built to last. It's built to last. It's built to last. It's built to last. It's built to last. It's built to last. It's built to last. It's built to last. It's built to last.

Come and see all the other fine things you get in a Hudson. The luxury of new Hudson. The luxury of new Hudson. The luxury of new Hudson. The luxury of new Hudson. The luxury of new Hudson. The luxury of new Hudson. The luxury of new Hudson. The luxury of new Hudson. The luxury of new Hudson.

ANOTHER SENSATIONAL NEW FEATURE

Airfoam Ride

It's the most comfortable ride in any car. Hudson's exclusive mechanical emergency brake system, you can stop your car in a split second, even when your brakes are worn out. The system is built into the car's frame, so it's always there when you need it. It's the only car in the world that has this feature. It's the only car that has this feature. It's the only car that has this feature.

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LOOK AT DODGE Price Tags!

COMPARE BEAUTY — CHECK REPUTATION



Ask about the "Dodge Six"

IT'S PRICED RIGHT DOWN AMONG THE LOWEST PRICED CARS

■ \$860 buys a new 1936 "Dodge Six" Coupe delivered in Windsor, Ont. * This price is right down among the lowest priced cars. You get famous Dodge Dependability, Long Life and Low Operating Costs. You get satisfaction! Take a look — and COMPARE!

* Take a look at the three other new Dodge cars for \$797: The Dodge De Luxe, Dodge Sedan, Dodge Coupe. See how they compare.



TAKE A LOOK—New Dodge General Insurance is an extremely liberal one on the covering on some cars before the war! Insured equipment is all new except the Dodge Six.



TAKE A LOOK—The 1936 Dodge Six has a complete new type of body work "Dodge" style, modernized body work, 2 inches deeper body, 2100 cubic inch motor, 1000 cubic inch motor.

De Luxe Sedan and the big, handsome Dodge Coupe. Each gives you more for your money than ever before, in the 15 years of Dodge history.

Before you decide, see ANY car you like. Dodge dealer and compare. (See \$797 car in every model.)

Take a look at the new Dodge General Insurance that gives the car company more than 100% of the insurance for the Dodge Six. See what it's like in a quick speed winning after the war. See it in a quick speed winning after the war. See it in a quick speed winning after the war.

a new Dodge and let her do the new Dodge from what's happened in the Dodge Six. See it in a quick speed winning after the war. See it in a quick speed winning after the war. See it in a quick speed winning after the war.

But the Dodge Six will give you a better Dodge. See it in a quick speed winning after the war. See it in a quick speed winning after the war. See it in a quick speed winning after the war.

See your Dodge dealer, and DRIVE one of these amazing new Dodge cars.

Jobs for Youth

Many Opportunities Last For Well Trained and Competent Young Men

There are many jobs in Canada waiting for the young men who are in the position to take them. The Government of Canada is now looking for young men who are well trained and competent. The Government of Canada is now looking for young men who are well trained and competent. The Government of Canada is now looking for young men who are well trained and competent.

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HAVE YOU HEARD ABOUT THE NEW IMPROVED PALMOLIVE?



We tried it...We liked it... so will you!



It's the new improved Palmolive... so will you!



Try the New Improved Palmolive... so will you!

Thirst asks nothing more



THE COCA-COLA COMPANY OF CANADA, LIMITED

The first taste of an ice-cold "Coca-Cola" is always a pleasant surprise. And so is the next ...and the next. Full of life and sparkle, it's a satisfying taste..."delicious and refreshing."



ICE-COLD REFRESHMENT...
AROUND THE CORNER FROM ANYWHERE